



What's hot?

Online retailing (driven by price-aware customers)

Big name leisure/sporting brands

Plus-size fashion apparel

Luxury brands

Resort collection wear

What's not?

Heavy winter apparel

Highly tailored apparel

International manufacturers supplying market through online sales (not hot with distributors/retailers)

How does it compare with the Asia-Pacific region?

The Australian textiles/apparel market is the fifth largest in the AP region, behind Japan, Hong Kong and South Korea – and only marginally ahead of China

Australian Textiles & Apparel Market

Overview

The highly competitive Australian apparel retail market generates annual revenues of approximately USD \$11.5 billion. With our proximity to some of the largest low-cost international textile manufacturing centers, it is not surprising that imported apparel dominates the market. China alone accounts for 70% of all textiles/apparel imports. Apparel/footwear prices in Australia are often significantly higher than in the U.S. There are few/very small import duties but international shipping costs (and internal transportation) are a contributing factor and, given its small market size, Australia doesn't generally attract volume pricing. Much of Australia experiences only two seasons so consumers will typically have only summer and winter-wear.

One Single Major Shift in the Local Market over the Last 6 Months

The opening of H&M/Hennes & Mauritz's first store in Australia, expansion of international fashion retailers such as Zara and Topshop and the acquisition of the country's second largest department store chain – David Jones, by South African company Woolworths in 2014 have significantly altered the local retail landscape and further increased competition in the textiles/apparel sector.

Why Should You Explore Doing Business in Australia?

- ✓ Consumers are generally receptive to well-known American brand
- ✓ Tech-savvy customers, especially in the younger age bracket, are increasingly buying direct from U.S. manufacturers
- ✓ Sizable middle class and a growing number of high net worth individuals

Want more information?

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